



# MONO CRM

## ENGAGE CUSTOMERS ON A NEW LEVEL

Mono CRM enables SMBs to engage professionally with customers and create email marketing campaigns.

### ENGAGE CUSTOMERS

Mono CRM is a powerful engagement tool that provides a suite of helpful features to enable SMBs to optimize their online marketing. The tool allows SMBs to segment customers into user groups, manage user access rights, build exclusive areas for user groups on a website, and create and send newsletters to one or more user groups. Mono CRM empowers business owners to take their marketing to a whole new level and maximize the website user experience.

### CREATE DEDICATED USER AREAS

With password protected pages, SMBs can now build web pages or sections for a dedicated audience. Web page access can be set for individual users or user groups. This ensures exclusive access and the opportunity for SMBs to share special offers and information with specific customers or partners, such as a dedicated section for retailers and another section for VIP customers.

### CAPTURE DATA

The ability to save and manage customer data is essential to growing an SMB's business. Mono CRM automatically logs important website user interactions and allows the SMB to capture customer data in a searchable database. This data can be used to plan and execute marketing activities targeted at specific customer groups. It is possible to access individual user details, add customer-specific notes and view engagement at an individual level.

### PROMOTE THROUGH NEWSLETTERS

SMBs can use the newsletter feature for special offers, promotions and product updates to target a specific user group, such as prior webshop customers or an industry segment. Newsletters can help increase websites visits, e-commerce sales, or in-store visits by offering their customer base favorable promotions and exclusive news on a regular basis.

## FEATURES

Mono CRM includes the following features:

- Create, edit and manage users
- Add notes to individual user details
- Create user groups
- View user activity streaming including: newsletter subscriptions, e-commerce purchases, web form submissions, and access to password protected pages
- Create and send newsletters
- View newsletter conversions
- Save the data from submitted forms
- Export saved form data
- Build password protected web pages
- Add a user login module to your web page

## HOW IT WORKS

All Mono CRM features are included in the Mono CRM Intro subscription which is included in all website subscriptions free of charge. Upgrade to a paid subscription to be able to send out greater amounts of emails and to view the user activity stream. The subscription packages are:

Mono CRM Intro (Free): Send up to five emails per month

Mono CRM: Access to user activity stream and send up to 1,000 emails per month

Mono CRM Premium: Access to user activity stream and send up to 5,000 emails per month

## TERMS AND CONDITIONS

- Newsletter: In order to be able to send more than five emails per month, a paid subscription is required.
- If Mono CRM is purchased as an add-on to an existing subscription, the Mono CRM subscription period will be asynchronous with the site subscription.
- There are no contract requirements for Mono CRM Intro. For the paid subscriptions, an amendment is required to include the Mono CRM add-on in your contract.

## CONTACT

For more information please contact:

Tricia Jo Score (EMEA)  
tjs@monosolutions.com

Matt Matergia (Americas)  
mm@monosolutions.com